

THOUGHT LEADERSHIP PAPER OVERVIEW

# The Toll on the Desktop

*What the VMware and Citrix duopoly has cost buyers, and what a genuine alternative now requires*

**INTENDED FOR** CIOs, infrastructure leaders, procurement teams and CFOs reviewing end user computing and virtualisation spend  
**PREPARED BY** Shailan Topiwala, BSc, MCS, CMC, MIoD  
**CONTACT** [s.topiwala@praxiskar.com](mailto:s.topiwala@praxiskar.com) | [www.praxiskar.com](http://www.praxiskar.com)  
**DOCUMENT** Overview | Last update 9 Oct 2026

## Why This Paper

Two companies have run the desktop and application delivery layer for two decades with limited pressure on price. Citrix changed owners in 2022 and VMware in 2023. Since then buyers have faced new prices, contract terms and partner programmes. This paper sets out what the published evidence shows, separates the cost argument from the jurisdiction question, and gives a phased exit that keeps leverage in the current contract. The author was founding COO of Inuvika, one of the vendors discussed, and discloses that in the opening statement.

## At a Glance

|                                                                                        |                                                                                          |                                                                                     |                                                                                                    |
|----------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------|
| <b>\$4B</b><br>Price KKR paid for Broadcom's end-user computing division (now Omnisia) | <b>59%</b><br>of 302 IT decision makers saw VMware increases above 25% (CloudBolt, 2026) | <b>Over a third</b><br>of VMware workloads Gartner expects to move platform by 2028 | <b>31 Oct 2025</b><br>Partner transition window closed for cloud providers Broadcom did not invite |
|----------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------|

## What the Full Paper Covers

- **The evidence:** survey data, analyst forecasts and partner programme changes since 2022, stated at the size the sources support.
- **The administrative tax:** why a federated product set costs more to run than the licence line shows.
- **The jurisdiction question:** why data residency and legal sovereignty are not the same thing at the desktop layer.
- **The way out:** six tests for a real alternative, a comparative field and a phased exit over 18 months. AI workloads are part of the check.

## Request the Full Paper

The Toll on the Desktop runs five pages with sources. Email [s.topiwala@praxiskar.com](mailto:s.topiwala@praxiskar.com) for a copy.